

Judul : Perancangan Audio Visual Motion Graphic Mengenai  
Ragam Penjualan Kaset Di Indonesia

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Program Studi : Desain Komunikasi Visual

## ABSTRAK

*Compact Cassette*, atau yang biasa disebut kaset, pita kaset, dan tape adalah media penyimpan data yang umumnya berupa lagu. Kata "Kaset" sendiri, berasal dari bahasa Perancis, yakni *cassette* yang berarti "kotak kecil". Di masa sekarang, keberadaan pita kaset sudah sulit untuk ditemui, penjualannya yang sangat jarang membuatnya semakin langka dan hanya beberapa toko kaset yang masih ada hingga sekarang. Tujuan dari perancangan video infografis mengenai perbedaan antara Warung dan Toko Kaset di Indonesia ini adalah untuk menghasilkan media informasi berbentuk audio visual motion graphic yang menarik dalam ranah nasional hingga internasional. Selain itu perancangan media motion graphic mengenai Warung Kaset di Indonesia diharapkan menjadi sarana untuk menambah ilmu pengetahuan tentang keberagaman penjualan Kaset di Indonesia yang lebih terarah melalui media yang efektif, komunikatif, mudah dipahami, serta mudah diingat. Berdasarkan jurnal yang berjudul *Exploring Class, Nation, and Xenocentrism in Indonesian Cassette Retail Outlets* dengan menggunakan metode kajian literatur dan wawancara, ditemukan adanya perbedaan antara Warung Kaset dan Toko Kaset. Perbedaan tersebut diantaranya adalah dekorasi, penempatan kaset, isi kaset yang dijual, dan cara untuk menarik pelanggan. Dalam perancangan ini menggunakan data mutakhir dan terkini dengan mengambil data dari hasil wawancara ke Profesor Jeremy Wallach selaku pembuat jurnal berjudul *Exploring Class, Nation, and Xenocentrism in Indonesian Cassette Retail Outlets* dan melakukan beberapa survey ke tempat penjualan kaset di Jakarta. Dalam perancangan dibuat agar pengetahuan tentang penjualan Kaset diharapkan dapat diketahui oleh masyarakat luas.

Kata Kunci: Motion Grafis, Kaset Pita, Warung Kaset, Toko Kaset

*Title* : *Audio Visual Motion Graphic Design Regarding the Variety of Cassette Sales in Indonesia*

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## **ABSTRACT**

*Compact Cassette, or commonly called cassette, cassette tape, and tape is a data storage medium which is generally in the form of songs. The word "cassette" itself, comes from the French, namely cassette which means "small box". Nowadays, the existence of cassette tapes is hard to find, the sale of which is very rare makes it increasingly rare and only a few record stores still exist today. The purpose of designing this infographic video about the differences between Warung and Cassette Stores in Indonesia is to produce information media in the form of audio-visual motion graphics that are interesting in the national and international spheres. In addition, the design of motion graphic media regarding Cassette Shops in Indonesia is expected to be a means to increase knowledge about the diversity of cassette sales in Indonesia which is more focused through effective, communicative, easy-to-understand, and easy-to-remember media. Based on the journal entitled Exploring Class, Nation, and Xenocentrism in Indonesian Cassette Retail Outlets using the literature review and interview methods, it was found that there were differences between the Cassette Shop and the Cassette Store. These differences include decoration, placement of cassettes, contents of cassettes sold, and ways to attract customers. In this design, we use the latest and greatest data by taking data from interviews with Professor Jeremy Wallach as the author of a journal entitled Exploring Class, Nation, and Xenocentrism in Indonesian Cassette Retail Outlets and conducting several surveys to cassette sales places in Jakarta. The design is made so that knowledge about cassette sales is expected to be known by the wider community.*

*Keywords: Motion, graphic, Tape Cassette, Cassette Stall, Record Store*